

Application no. 09/963,855  
Amendment dated: March 22, 2005  
Reply to office action dated: October 22, 2004

**Amendments to the Claims**

Please cancel claims 28-37 and 45-46.

Please add new claims 47-59 as shown below.

**Listing of Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Withdrawn) A notification method in a computer database system comprising:  
receiving a notification instruction from an owner associated with a search listing stored in the computer database system;  
monitoring conditions specified by the notification instruction for the search listing; and  
sending a notification to the owner upon detection of a changed condition of the search listing.
2. (Withdrawn) The notification method of claim 1 wherein receiving the notification instruction comprises:  
receiving identification information for one or more search listings for which the associated owner desires a notification.
3. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:  
receiving identification information for notification about a change in position among search results for the search listing when the search listing is referred with other search listings forming the search results to a searcher in response to a search query from the searcher.

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4. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about a value of cost per clickthrough for the search listing, the cost per clickthrough being an economic value payable by the owner when the search listing is referred to a searcher in response to a search query from the searcher.

5. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about an account balance for an account associated with the advertiser.

6. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about aggregate impressions for identified search listings.

7. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about aggregate clickthroughs for identified search listings.

8. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about aggregate clickthrough rate for identified search listings.

9. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about search listings having a cost per clickthrough which is reducible without affecting an advertiser specified display rank among search results when the search listing is referred among search results to a searcher in response to a search query from the searcher.

10. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information including a specified cost per clickthrough and a specified display rank for notification when the identified search listings can be at the specified display rank among search results presented to a searcher in response to a search query from the search for less than the specified cost per clickthrough.

11. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information about an average cost per clickthrough for two or more search listings.

12. (Withdrawn) The notification method of claim 1 wherein receiving the notification instruction comprises:

receiving information defining notification times for sending the notification.

13. (Withdrawn) The notification method of claim 12 wherein receiving information defining notification times comprises one of:

receiving identification of search listings for sending an immediate notification,  
and

receiving identification of search listings for sending an interval notification.

14. (Withdrawn) The notification method of claim 1 wherein receiving the notification instruction comprises:

receiving an indication of a notification mode.

15. (Withdrawn) The notification method of claim 14 wherein the notification mode is selected from the group including: electronic mail, instant messaging, facsimile, paging and telephone voice call.

16. (Withdrawn) The notification method of claim 1 wherein receiving the notification instruction comprises:

receiving an indication of one or more action types to include with the notification.

17. (Withdrawn) The notification method of claim 16 wherein the one or more action types are selected from the group including: active links in a message, inactive links in a message, electronic mail, phone, auto-correct and relax.

18. (Withdrawn) The notification method of claim 1 wherein sending the notification comprises:

sending at least one of an electronic mail notification, an active link notification embedded in a message and an inactive link notification embedded in a message.

19. (Withdrawn) The notification method of claim 18 wherein sending the notification comprises sending the notification in accordance with the notification instruction.

20. (Withdrawn) The notification method of claim 1 wherein sending the notification comprises:

sending at least one of a telephone notification, an instant messaging notification, a facsimile notification and a page.

21. (Withdrawn) The notification method of claim 1 further comprising: receiving an advertiser action instruction in response to the notification; and automatically adjusting at least one of a cost per click and display rank for the search listing according to the advertiser action instruction, the display rank for the listing defining position of the search listing among search results when the search listing is referred to a searcher in response to a search query from the searcher, the cost per click being an economic value payable by the owner when the search listing is referred to a searcher in response to a search query from the searcher.

22. (Withdrawn) The notification method of claim 1 further comprising: receiving an advertiser action instruction in response to the notification; and automatically replenishing a balance of an account associated with the owner.

23. (Withdrawn) The notification method of claim 1 further comprising: receiving an advertiser action instruction in response to the notification; and automatically relaxing one or more constraints created by the conditions specified in the notification instruction.

24. (Withdrawn) The notification method of claim 1 further comprising: automatically depositing funds in an account associated with the advertiser in response to an account balance too low condition.

25. (Withdrawn) The notification method of claim 1 further comprising:  
automatically adjusting at least one of a cost per click and display rank for the  
search listing, the display rank for the listing defining position of the  
search listing among search results when the search listing is referred  
to a searcher in response to a search query from the searcher, the bid  
amount being an economic value payable by the owner when the  
search listing is referred to a searcher in response to a search query  
from the searcher.

26. (Withdrawn) A database search system comprising a database of search  
listings associated with advertisers and a processing system coupled with the  
database and which receives an automatic notification function created by an  
advertiser, the automatic notification function specifying a search listing to be  
monitored and a condition of the search listing to be monitored, the processing  
system operative to monitor one or more conditions of search listings of the  
database, the processing system further operative in response to the automatic  
notification function to send a notification to the advertiser when a change is  
detected by the processing system in the condition of the search listing to be  
monitored of the advertiser.

27. (Withdrawn) A database search system comprising:  
a database of search listings, each search listing being associated with an  
advertiser;  
a search engine;  
means for receiving condition specifying information from an advertiser, the  
condition specifying information defining a search listing of the  
advertiser, a specified condition of the search listing to be monitored  
and an indication to be provided to the advertiser; and

means responsive to the condition specifying information for providing the indication to the advertiser when the specified condition of the search listings listing is satisfied.

Claims 28-37. (Cancelled)

38. (Withdrawn) A method for operating a database search system, the method comprising:

storing a plurality of search listings in a database, each search listing being associated with an advertiser who gives economic value when a search listing is referred to a searcher;  
determining a display position for associated search listings; and receiving from an advertiser an indication of search listings for which the advertiser desires a notification of a display position change.

39. (Withdrawn) The method of claim 38 further comprising:  
receiving from two or more advertisers positioning information for search listings associated with the two or more advertisers; and  
in response to the positioning information, determining the display position.

40. (Withdrawn) The method of claim 39 wherein receiving the positioning information comprises:

receiving at least one of one of a cost per click and a desired rank for the associated search listings.

41. (Withdrawn) The database search system of claim 26 wherein the processing system comprises:

an account management server to send one of

an instant message to a set of instant message accounts prescribed by the advertiser,  
a fax message to a fax number prescribed by the advertiser,  
a page message to a page number prescribed by the advertiser, and  
a voice telephone message to a telephone number prescribed by the advertiser  
as the notification to the advertiser.

42. (Withdrawn) The database search system of claim 26 wherein the account management server is further operative to send an e-mail message to a set of e-mail addresses prescribed by the advertiser.

43. (Withdrawn) The database search system of claim 26 wherein the processing system comprises:

an account management server to send one of  
an active link embedded in the notification,  
an inactive link in the notification,  
a response e-mail template, and  
a response telephone number

as the notification to the advertiser.

44. (Withdrawn) A method for operating a database search system which includes a database of search listings associated with advertisers and a processing system coupled with the database, the method comprising:

receiving at the database search system an automatic notification function created by an advertiser, the automatic notification function specifying a search listing to be monitored and a condition of the search listing to be monitored; and

in response to the automatic notification function, sending a notification to the advertiser when a change is detected by the processing system in the condition of the search listing to be monitored.

Claims 45-46. (Cancelled)

47. (New) A database search system comprising:  
an input device;  
a database of search listings, each search listing being associated with a respective advertiser, each search listing including a search term and at least one of a variable cost per click (CPC) and a variable display rank, the CPC being payable by the respective advertiser of a plurality of advertisers when the search listing including the search term is referred to a user in response to a keyword received at the input device from the user, the search listing being displayable with other search listings in a rank according to the associated CPC and the display rank of the search listing and the other search listings stored in the database;  
a search engine responsive to keywords received at the input device over a computer network from users for searching the database, the search engine including  
code to identify search listings matching a search query received from a user,  
code to order the matching search listings in a search result list using at least one of the display rank and the CPC of the matching search listings,  
code to transmit the search result list to the user as ordered in response to receipt of the search query from the user, and

code to transfer economic value from the respective advertiser associated with a referred search listing when the referred search listing is referred to the user;

an output device to provide the search result list to the user

an account management server in data communication with the search engine; and

a software agent operative in conjunction with the account management server, the software agent including

code to receive an automatic notification condition definition at the input device from an advertiser, the automatic notification condition definition defining at least one search listing of the advertiser to be monitored by the software agent and a condition to monitor of the search listing to be monitored by the software agent,

code to monitor the condition defined by the automatic notification condition definition,

code to provide condition update information to the advertiser in response to a change detected by the software agent in the condition to monitor, and

code to automatically adjust the CPC for a search listing in response to received bid/desired rank information from an advertiser.

48. (New) The database search system of claim 47 wherein the software agent is responsive to an indication of search listings and an indication of CPC range to provide as the condition update information a notification that CPC for the indicated search listing has reached the indicated CPC range.

49. (New) The database search system of claim 47 wherein the software agent is responsive to an indication of search listings and indication of desired rank to

provide as the condition update information a notification that display rank for the indicated search listings has reached the indicated desired rank.

50. (New) The database search system of claim 47 wherein the account management server stores advertiser account management information including an advertiser account balance and wherein the software agent receives an indication of a minimum account balance to be monitored.

51. (New) The database search system of claim 47 wherein the account management server stores advertiser account management information including impressions for specified search listings and wherein the software agent receives an indication of impression-counted search listings and an associated impression limit as the condition to be monitored.

52. (New) The database search system of claim 47 wherein the account management server stores advertiser account management information including clicks for specified search listings and wherein the software agent receives an indication of click-counted search listings and an associated click limit as the condition to be monitored.

53. (New) The database search system of claim 47 wherein the account management server stores advertiser account management information including a clickthrough rate for specified search listings and wherein the software agent an indication of clickthrough rate search listings and an associated clickthrough rate limit as the condition to be monitored.

54. (New) The database search system of claim 53 wherein the associated clickthrough rate comprises an aggregate clickthrough rate for a combination of the clickthrough rate search listings.

55. (New) The database search system of claim 47 wherein the account management server stores advertiser account management information including an average cost per clickthrough for specified search listings and wherein the software agent is configured to receive as the condition definition an indication of average cost per clickthrough search listings and an associated average cost per clickthrough limit as the condition to be monitored.

56. (New) The database search system of claim 47 wherein the software agent receives an indication of the minimum CPC required to attain a given display rank for a search term as the condition to be monitored.

57. (New) The database search system of claim 47 wherein the software agent's code to provide condition update information provides one of  
an instant message to a set of instant message accounts prescribed by  
the advertiser,  
a fax message to a fax number prescribed by the advertiser,  
a page message to a page number prescribed by the advertiser, and  
a voice telephone message to a telephone number prescribed by the  
advertiser  
as the condition update information to the advertiser.

58. (New) The database search system of claim 47 wherein the software agent's code to provide condition update information provides one of  
an active link embedded in the notification,  
an inactive link in the notification,  
a response e-mail template, and  
a response telephone number  
as the condition update information to the advertiser.

59. (New) A database search system in a pay for placement marketplace, the database search system comprising:

a database of search listings, each search listing including a search term, each search term associated with a bid amount payable by an advertiser of a plurality of advertisers when the search listing including the search term is referred to a searcher in response to a database query from the searcher, the search listing being displayable with other search listings in a rank according to the associated bid amounts of the search listing and the other search listings;

a search engine responsive to search queries received over a computer network from searchers for searching the database; and

an automatic notification agent responsive to advertiser-specified parameters for automatically providing notification messages to the advertiser and to automatically adjust bid amounts of search listings of the advertiser in response to the advertiser-specified parameters.